

49. The method of claim 45, wherein the data to be displayed comprises data to be displayed without the user's knowledge of an origin of the second set of information and as though the second set of information originated from the first source.

50. The method of claim 45, further comprising selecting the second source from a plurality of second sources and selecting the second set of information from a plurality of second sets of information.

### **REMARKS**

Claims 1-20 were examined and stand rejected. Applicant cancels Claims 1-20 and submits additional claims 21-50 for consideration. Applicant reserves the right to prosecute the former claims in a divisional or a continuation application. Applicant contends that no new matter has been added herein, and that additional claims 21-50 are fully disclosed in the Specification. Applicant respectfully requests consideration of additional claims 21-50 in view of at least the following remarks.

Attached hereto is a marked up version of the changes made to the claims by the current amendment. The attachment is captioned, "Version With Markings to Show Changes Made."

#### **I. Claims Rejected Under 35 U.S.C. §103**

The Patent Office rejects claims 1-9, 12-15 and 18-19 under 35 U.S.C. §103(a) as being unpatentable over Ronen, et al. ("Ronen"), U.S. Patent No. 5,905,736 in view of Conklin, et al. ("Conklin"), U.S. Patent No. 6,141,653. This rejection is moot as Applicant has cancelled Claims 1-20.

The Patent Office rejects claims 16 and 20 under 35 U.S.C. §103(a) as being unpatentable over Ronen in view of the obviousness statement is applied to Claim 12 and Claim 18 above, and further in view of Dworkin ("Dworkin"), U.S. Patent No. 4,992,940. This rejection is also moot since Claim 16 and Claim 20 have been cancelled.

## II. Additional Claims

The Applicant will now address the references cited by the Patent Office as mentioned above with respect to the additional claims. To render a claim obvious, all elements of the claim must be taught or suggested by at least one properly combined reference of the combination. Ronan teaches a credit card billing system for transmitting credit card information between a computer and a centralized billing server over the internet. The centralized billing server sends back a status denying or confirming whether the credit card information provides authorization for an order.

Conklin describes multi-variate negotiations over a network to create and administer a community between participants such as, buyers and sellers that allows a participant to search and evaluate seller information, propose and negotiate orders and counter offers. For example, Conklin discloses video conferencing and other multi-media techniques added to the multi-variate negotiations.

Dworkin teaches a computer linked to database to assist a user in locating and purchasing goods or services sold by a plurality of vendors.

Applicant respectfully submits that independent Claim 24 is not unpatentable over the cited references above for at least the reason that the cited references do not teach, suggest, or describe "providing data to display to the user a visual representation of the second set of electronic information as though originating from the first source; and accepting a transaction authorization directed to the first source for the second transaction," as required by independent Claim 21.

Applicant respectfully submits that independent Claim 30 is not unpatentable over the cited references for at least the reason that the cited references do not teach, suggest, or describe "code which when executed:...obtains from the second source on the network, data to display to the user a visual representation of a second set of

information identifying a transaction as though originating from the first source;...wherein notifying a second source and obtaining from the second source comprise autonomously communicating with the second source without the users knowledge," as required by independent Claim 30.

Applicant respectfully submits that independent Claim 37 is not unpatentable over the cited references for at least the reason that the cited references do not teach, suggest, or describe "data therein which when accessed by a processor causes a computer to...obtain a second set of information from a second source on the network without further user action and without the users knowledge of obtaining a second set of information, wherein the second set of information comprises information identifying a second product or service to be purchased; display the second set of information to a user as provided from the first source," as required by independent Claim 37.

Applicant respectfully submits that independent Claim 42 is not unpatentable over the cited references for at least the reason that the cited references do not teach, suggest, or describe "code which when executed:...notifies an associated second source of the first transaction; obtains from the associated second source, data to display to the user a visual representation of a second of information identifying a second transaction; and forwards the transaction data to the second source," as required by independent Claim 42.

Applicant respectfully submits that independent Claim 45 is not unpatentable over the cited references for at least the reason that the cited references do not teach, suggest, or describe "providing data to be displayed to the user and that contains a second set of information obtained from a second source and that identifies a second transaction," as required by independent Claim 45.

In addition, the Applicant respectfully traverses that the following assertions are within the ordinary skill in the art, and if the Patent Office intends to continue these assertion requests that the Patent Office cite a reference in support of these positions, in accordance with MPEP §2144.03. The Applicant respectfully traverses that "it would have been obvious to one of ordinary skill in the art at the time the invention was made to provide client the related product that is similar to the one the client purchases for generating more sales," as stated on page 8 of the Office Action.

Second, the Applicant traverses that "it would have been obvious to one of ordinary skill in the art at the time the invention was to use the recommending system of suggesting related product to the user and request the information from the source for additional sales," as stated on page 8 of the rejection.

Third, the Applicant traverses that "it would have been obvious to one of ordinary skill in the art at the time the invention was made to include the obviousness statement to transferring personal information of said user from first source to said second source when the client decided to make the purchase from the second source to Ronan's central billing by giving the client a choice to be billed by the second source instead of the central bill but without repeating the billing information to each ISP whenever a client makes a purposes," as recited on page 8 of the rejection.

Finally, Applicant traverses that "it is obvious to recognize that a server is needed in order to perform product or service requests from the client or user over the Internet," as recited in the Remarks section on page 10 of the rejection.

### **III. Dependent Claims**

Applicant respectfully submits that Claims 22-29, 31-36, 38-41, 43-44, 46-50 being dependent on independent claims 21, 30, 37, 42, and 45 are also allowable for at least the foregoing reasons stated above with respect to those independent claims.

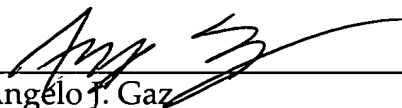
CONCLUSION

In view of the foregoing, it is believed that all claims now pending are now in condition for allowance and such action is earnestly solicited at the earliest possible date. If there are any additional fees due in connection with the filing of this response, please charge those fees to our Deposit Account No. 02-2666. Questions regarding this matter should be directed to the undersigned at (310) 207-3800.

Respectfully submitted

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CERTIFICATE OF MAILING:

I hereby certify that this correspondence is being deposited with the United States Postal Service as First Class mail with sufficient postage in an envelope addressed to: Box Fee Amendment, Assistant Commissioner for Patents, Washington, D.C. 20231 on February 12, 2003.

  
Susan M. Ocegueda

2/12/03  
Date

Attachment: Version with Markings to Show Changes Made

**VERSION WITH MARKINGS TO SHOW CHANGES MADE**

**IN THE CLAIMS**

Claims 21-50 have been added.

21. (New) A method comprising:

obtaining a first set of electronic information to be displayed to a user from a first source on a network, wherein the first set of electronic information comprises information identifying a first transaction to be made;

accepting transaction data to effect the first transaction;

routing the transaction data to a second source;

requesting a second set of electronic information to be displayed to the user from the second source on the network, wherein the second set of electronic information comprises information identifying a second transaction to be made;

providing data to display to the user a visual representation of the second set of electronic information as though originating from the first source; and

accepting a transaction authorization directed to the first source for the second transaction.

22. (New) The method of claim 21, wherein the transaction authorization comprises a user authorization to share the transaction data with the second source.

23. (New) The method of claim 21, wherein routing the transaction data comprises autonomously communicating with the second source without the user's knowledge.

24. (New) The method of claim 21, wherein the transaction authorization comprises a request to the user for additional transaction data to effect a sale of a second product or service.

25. (New) The method of claim 21, further comprising obtaining a third set of electronic information to be displayed to the user from the second source as though

originating from the first source, wherein the third set of electronic information comprises billing and shipping information to be confirmed by the user.

26. (New) The method of claim 21, wherein the transaction data includes information identifying at least one of a first product or service to be purchased, a method of payments, and billing information.

27. (New) The method of claim 26, wherein the billing information comprises at least one of a billing address, a user's name, an email address, a method of payment, and billing account information.

28. (New) The method of claim 26, further comprising the second source:  
recording the transaction authorization;  
storing the billing information;  
and then processing an order to fulfill the transaction authorization for the second transaction to the user.

29. (New) The method of claim 21, wherein the transaction authorization comprises an explicit authorization to order a second product or service.

30. (New) A system comprising:  
a processor;  
a memory coupled to said processor and containing code which when executed;  
obtains from a first source on a network a first set of information to be displayed to a user, wherein the first set of information comprises information identifying a first transaction;  
accepts transaction data from the user to effect the first transaction;  
notifies a second source of the first transaction;

obtains from the second source on the network, data to display to the user a visual representation of a second set of information identifying a transaction as though originating from the first source;

obtains user assent to share the transaction data with the second source;

forwards the transaction data to the second source; and

wherein notifying a second source and obtaining from the second source comprise autonomously communicating with the second source without the user's knowledge.

31. (New) The system of claim 30, further comprising code to accept a user transaction authorization directed to the first source for the second transaction.

32. (New) The system of claim 30, further comprising code to accept identification of the second set of information as determined by the second source.

33. (New) The system of claim 30, wherein the second set of information comprises information related to the first set of information.

34. (New) The system of claim 30, wherein accepting transaction data to effect the first transaction comprises at least one of a sales transaction, information identifying a product or service to be purchased, and billing information.

35. (New) The system of claim 30, wherein the notifying, obtaining from the second source, and forwarding the transaction data are to occur in real time.

36. (New) The system of claim 30, wherein the user assent to share the transaction data with a second source comprises a user selection action.

37. (New) An article of manufacture comprising:

a machine-readable medium having data therein which when accessed by a processor causes a computer to obtain a first set of information from a first source on a



network, wherein the first set of information comprises information identifying a first product or service to be purchased;

display the first set of information to a user as provided from a first source;

accept billing information from the user needed to pay for a sale of the first product or service;

obtain a second set of information from a second source on the network, without further user action and without the user's knowledge of the obtaining a second set of information, wherein the second set of information comprises information identifying a second product or service to be purchased;

display the second set of information to a user as provided from the first source;

accept a purchase authorization directed to the first source for the second product or service, wherein the purchase authorization comprises a user authorization to share the billing information with a second source; and

forward the billing information to the second source.

38. (New) The article of manufacture of claim 37, wherein obtaining the second set of information comprises storing a previously transmitted second set of information in a database at the first source.

39. (New) The article of manufacture of claim 37, further comprising data to cause a computer to identify the second set of information based on one of a user selection action and an association with the first set of information.

40. (New) The article of manufacture of claim 37, wherein the displaying the second set of information comprises displaying the second set of information in one of a pop-up screen, a banner advertisement, a link to a source, and an embedded display of information embedded into the text and graphics of the displayed first set of information.

41. (New) The article of manufacture of claim 37, wherein said first source is a first information window at a first system address and said second source is at a second system.

42. (New) A system comprising:

a processor;

a memory coupled to said processor and containing code which when executed obtains from an associated first source a first set of information to be displayed to a user, wherein the first set of information comprises information identifying a first transaction;

accepts transaction data from the user to effect the first transaction;

notifies an associated second source of the first transaction;

obtains from the associated second source, data to display to the user a visual representation of a second set of information identifying a second transaction; and

forwards the transaction data to the second source.

43. (New) The system of claim 42, further comprising code to obtain user assent to share the transaction data with the second source, and wherein notifying an associated second source and obtaining from the associated second source comprise autonomously communicating with the associated second source without the user's knowledge.

44. (New) The system of claim 42, further comprising code to receive an actuation means to forward the transaction data to the associated second source in a secure fashion.

45. (New) A method comprising:

providing a first set of information to be displayed to a user, wherein the first set of information comprises information identifying a first transaction associated with a first source;

accepting transaction data from the user to effect the first transaction; and

providing data to be displayed to the user and that contains a second set of information obtained from a second source and that identifies a second transaction.

46. (New) The method of claim 45, further comprising forwarding the transaction data to the second source.

47. (New) The method of claim 45, further comprising notifying an associated second source of the first transaction comprising autonomously communicating with the second source without the user's knowledge.

48. (New) The method of claim 45, wherein the second set of information comprises a previously stored second set of information in a database at the first source.

49. (New) The method of claim 45, wherein the data to be displayed comprises data to be displayed without the user's knowledge of an origin of the second set of information and as though the second set of information originated from the first source.

50. (New) The method of claim 45, further comprising selecting the second source from a plurality of second sources and selecting the second set of information from a plurality of second sets of information.